

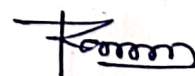
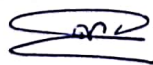
JAWAHAR KALA KENDRA

J.L.N. Marg, Jaipur 302004

BID FORM

NIB NO. : 157th/2025-26

Bid for engagement of the service of a PR Agency
for social media operations & management of public
relations work for JKK.



JAWAHAR KALA KENDRA
J.L.N. Marg, Jaipur 302004

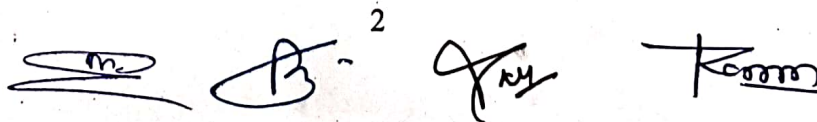
NOTICE INVITING BID (NIB No :/2025-26)

Single stage, two-envelopes unconditional offline bids are invited from the eligible firms for engagement of the service of a PR Agency for social media operations & management of public relations work for JKK.

Schedule of Bidding Process

Name & Address of the Procuring Entity	- Name: Director General, - Jawahar Kala Kendra, J.L. N. Marg, Jaipur
Name & Address of the Officer In-charge	- Designation: Additional Director General - Address: Jawahar Kala Kendra, J.L.N. Marg, Jaipur - Email: jkk@rajasthan.gov.in
Subject Matter of Procurement	Bid for engagement of the service of a PR Agency for social media operations & management of public relations work for JKK.
Bid Procedure	Open bid by Single-stage two cover bid procedure
Bid Evaluation Criteria (Selection Method)	Quality and Cost Based Selection (QCBS)
Websites for downloading Bidding Document, Corrigendum's, Addendums etc.	Websites: http://sppp.raj.nic.in , https://jkk.artandculture.rajasthan.gov.in
Estimated Procurement Cost	INR 9.00 Lakh (including GST)
Bid fee	Bidding document fee: INR 1,000/- (Rupees One Thousand Only) in Demand Draft/Bankers Cheque in favour of "Director General, Jawahar Kala Kendra, Jaipur" payable at "Jaipur".
Bid Security (EMD) and Mode of Payment	- Amount (INR): 2% of the estimated procurement cost i.e .Rs. 18,000 /- - Mode of Payment: Banker's Cheque or Demand Draft or Bank Guarantee, in specified format, of a Scheduled Bank in favour of " Additional Director General, Jawahar Kala Kendra, Jaipur" payable at "Jaipur".
Submission of Offline bid with Banker's Cheque/ Demand Draft for Bid Fee, Bid Security,	Upto 03:00 PM on 21/04/26.....
Date/ Time/ Place of Technical Bid Opening	- Date: 21/04/26..Time: 4:00 PM - Place: Jawahar Kala Kendra, J.L.N. Marg, Jaipur

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Date/ Time/ Place of Financial Bid Opening	Will be intimated later to the Technically qualified bidders
Bid Validity	90 days from the Financial bid opening.
Duration of Contract	One year from date of commencement of the service from date of issue of Work order.

Note: Presentation shall be held at JKK, Jaipur on dated 22/04/24 at 11.00AM, any changes in time will be intimated to bidders.

JKK reserve the right to modify the Schedule of Bidding Process at any time during the Bidding Process at its sole discretion without assigning any reason or being liable for the same in any manner whatsoever.

1. The DD/BC for Bid fee and bid security amount in the name of Additional Director General, JKK, Jaipur.
2. It will be two bid system and agency will be selected on the basis of Eligibility criteria, Technical, Financial evaluation and combined evaluation by QCBS.
3. Detailed terms and conditions of bid may be seen on the website www.sppp.rajasthan.gov.in and <https://jkk.artandculture.rajasthan.gov.in> or in the office of the Additional Director General, JKK, Jaipur
4. Bids submitted after the specified time and date shall not be accepted / opened.
5. The JKK is not bound to accept the lowest bid and may reject any or all bids without assigning any reason thereof. Bidders is/are mandatorily required to submit rates for all the described scope of service otherwise bid will be rejected.
6. It is clarified that the information required in bidding document should be submitted only in enclosed format without any change or modification in its formats. Bids submitted with changed or modified annexure/ formats may be rejected.
7. Information of award of contract will be communicated to all participating bidders on the website <https://jkk.artandculture.rajasthan.gov.in> and www.sppp.rajasthan.gov.in. Please note that individual bidder will not be intimated.
8. Corrigendum, Addendums and subsequent clarifications on bid document terms, if any, can be downloaded from the above mentioned websites. Intimation for change in the schedule of bid opening etc. shall be published on above mentioned websites only. Keep visiting these websites for any subsequent clarifications & modifications.
9. JKK will not be responsible for any delay in submission of bid.

Signature Not Verified

Digitally signed by Anuradha Gogiya
Designation : Additional Director
General
Date: 2026.04.13 12:54:16 IST
Reason: Approved Jaipur



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DISCLAIMER

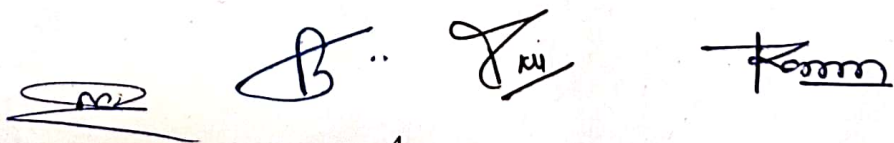
The information contained in this bid document for proposed procurement or subsequently provided to the Bidder(s), in documentary or any other form by or on behalf of the **Director General, JKK, Jaipur** or any of its employees or advisors, is provided to Bidder(s) on the terms and conditions set out in this bid and such other terms and conditions subject to which such information is provided to the Bidder.

Whilst the information in this bid has been prepared in good faith and contains general information in respect of the proposed procurement, the bid is not and does not purport to contain all the information which the Bidder may require.

Neither the **Director General, JKK, Jaipur** nor any of its officers or employees, nor any of their advisers nor consultants accept any liability or responsibility for the accuracy, reasonableness or completeness of, or for any errors, omissions or misstatements, negligent or otherwise, relating to the proposed procurement, or makes any representation or warranty, express or implied, with respect to the information contained in this bid or on which this bid is based or with respect to any written or oral information made or to be made available to any of the recipients or their professional advisers and liability therefore is hereby expressly disclaimed.

This document is not an agreement and is not an offer or invitation by the **Director General, JKK, Jaipur, Rajasthan** (herein after referred to as "Procuring Entity") or its representatives to the prospective Bidders or any other person. The purpose of this bid document is to provide interested parties with information to assist the formulation of their Proposal/offer. The information contained in this bid document is selective and is subject to updating, expansion, revision, and amendment. Each recipient must conduct its own analysis of the information contained in this bid document or to connect any inaccuracies therein that may be in this bid document and is advised to carry out its own investigation into the proposed procurement, the legislative and regulatory regime which applies thereto and by and all matters pertinent to the proposed procurement and to seek its own professional advice on the legal, financial, regulatory and taxation consequences of entering into any agreement or arrangement relating to the proposed procurement.

This bid document includes certain statements, estimates and targets with respect to the procurement. Such statements, estimates and targets reflect various assumptions made by the management, officers, and employees of the procuring entity, (and the base information on which they are made) which may or may not prove to be correct. No representation or warranty is given as to the reasonableness of forecasts or the assumptions on which they may be based and nothing in this bid document is, or should be relied on as, a promise, representation, or warranty. Bid document and the information contained therein is meant only for those applying for this procurement, it may not be copied or distributed by the recipient to third parties, or used as information source by the Bidder or any other in any context, other than applying for this proposed procurement.



The Procuring Entity is, its employees and advisors make no representation or warranty and shall have no liability to any person, including any Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this bid document or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the bid document and any assessment, assumption, statement or information contained therein or deemed to form part of this bid document or arising in any way for participation in this Bidding process.

The Procuring Entity also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Bidder upon the statements contained in this bid document.

The Procuring Entity may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this bid document.

The issue of this bid document does not imply that the Procuring Entity is bound to select a bidder or to appoint the Selected Bidder or Bidder, as the case may be, for the procurement and the Procuring Entity reserves the right to reject all or any of the Bidders or Bids at any point of time without assigning any reason whatsoever.

The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Procuring Entity or any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Bidder and the Procuring Entity shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the Bid, regardless of the conduct or outcome of the Bidding process.

Any information/documents including information/ documents pertaining to this bid or subsequently provided to Bidder and/or Selected Bidder and information/documents relating to the Bidding process; the disclosure of which is prejudicial and/or detrimental to, or endangers, the implementation of the procurement is not subject to disclosure as public information/documents.

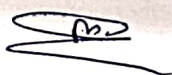
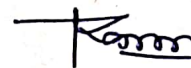


SECTION - I

OBJECTIVES, SCOPE OF WORK & DELIVERABLES

A. OBJECTIVES.

- 1 Creating engaging posts, hashtags, stories & so on to nurture a sense of belongingness & pride.
- 2 Sharing all the initiatives, upcoming events & artistic heritage of JKK to increase the brand image of JKK.
- 3 Quantifiable increase in the size of social community & followers on Social Media handles.
- 4 Conversion of followers into leads for data generation & further follow up.
- 5 To suggest strategies for JKK to engage Press at local, state & National Levels & create interesting & optimum outreach at all levels.
- 6 Press releases (both English and Hindi) in leading daily Newspaper on major initiatives/achievements of the Jawahar Kala Kendra to Media, as per requirement of the Kendra.
- 7 Organizing Press Conferences as and when required. The total co-ordination will be done by the Agency right from inviting the press, preparing press background and managing the event.
- 8 Preparation of speeches on desired subjects in Hindi/English on various activities of Jawahar Kala Kendra. The basic input/primary data will be provided by the Jawahar Kala Kendra, if required.
- 9 Dispatches of print and electronic material to the media when so desired. Media coverage and tracking of the print and online media on regular basis.
- 10 Organizing interviews of higher officials and Hon'ble Minister with top newspapers/magazines, TV Channels.
- 11 Clarifications/ rejoinders of any adverse publicity/news appear in dailies/other. The inputs for clarifications will be provided by the Jawahar Kala Kendra.
- 12 Curtain Raiser Press Release on any forthcoming events to the media organized by the Jawahar Kala Kendra.
- 13 Co-ordinating the media coverage of any event organized by the Jawahar Kala Kendra. Interacting with the media on a daily basis during the duration of the event.
- 14 Station 1 individual from the agency at JKK on a daily bases to co-ordinate all press activities.
- 15 Any other PR and social media related task as directed by Art, Literature and Culture department, Govt of Rajasthan.

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B. SCOPE OF WORK

Part A: Strategy

(a) Social Media strategy

Strategize, plan and continuously improvise the Social Media Strategy for JKK. This includes how to optimize social media as a platform to strengthen JKK as a brand Proactively engage with JKK to validate the strategy. Furthermore, leverage social media analytics to feedback into the overall strategy. Assess and target key influencers (seeds and drivers of popularity) in the overall strategy.

(b) Social Customer Relationship Management (CRM)

Provide, accurate, complete, polite and prompt feedback to user interactions on the social media sites. The bidder shall seek input from JKK and Associated Organization where the feedback requires such information. User interactions shall be replied in the originating language of the user (limited to Hindi and English languages only) in all other cases, reply in English language shall be provided.

(c) Content Service Provider (CSP)

Create, update and publish content that is photo-rich & video-rich, original, engaging and factually & grammatically correct. Content is medium-agnostic and thus may be text, photo, video, audio, diagram, scanned document etc. The ownership of and right to all content shall be of the Purchaser Handle Social media for JKK on a daily basis along with relevant design related work to ensure home gaiety of design of advertisement material across all the platforms, for which no extra payment will be done. i.e. JKK Facebook page, instagram, YouTube etc. in consultation & approved by JKK.

(d) **Outreach :-** Successful outreach with other Government and Reputed private national and international social and cultural organizations on Facebook ,Instagram , Twitter etc involves moving beyond simple tagging to strategic collaboration and relationship building .The key is to create mutually beneficial partnerships that expand reach, enhance credibility and foster a sense of community.

(e) Moderation

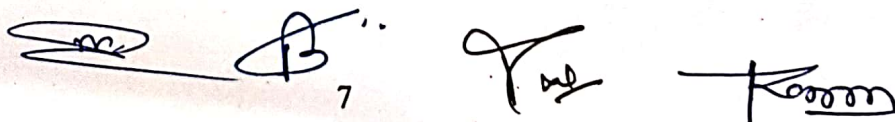
Moderate the sites to avoid spam, advertisements and inappropriate content.

(f) Currency

Ensure currency with respect to current season or key event in the state by changing or promoting corresponding content (text, photos or others) or display theme at periodic intervals. Regularly and periodically, update the page with respect to the current/upcoming event (S).

(g) Relevance

Ensure that the target audience for social media is relevant and thus consequently that the actual audience for social media is relevant.



(h) Integration

Integrate social media with the official website and vice-versa; as well as integrate with each other where ever possible. The solution provider shall ensure that the content & activities on the social media platforms do not restrict accessibility of the platform on mobile devices.

(i) Analytics

Collect, monitor, leverage social media site analytics (for example, Facebook Insights) to improvise Social Media Optimization. Submit analytics and their interpretation to the Purchaser as supporting document Monthly. Additionally, purchaser/ procurement entity may ask to successful bidder to provide analytics and Sentiment Analysis their interpretation as and when required.

(j) Out of hours work

Execute defined scope of work, for periods outside defined working periods, as and when required.

(k) Copyright

Mark JKK Logo on electronic content (text, Photo, video or otherwise) as Copyright of JKK, Dept. of art & culture, Government of Rajasthan, wherever requires; and monitor & report unauthorized use.

(l) Privacy and Security

Apply suitable privacy and security controls as decided by governing law for a given social media site and regular monitor the same.

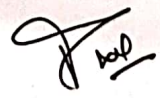
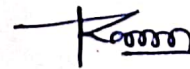
Part B: No of Posts, Content Management, Reaction Management etc

(a) The Bidder shall be responsible to provide SMO services covering the following Platforms;

Platform	Minimum posts/ Tweets/ Photos/ Videos Per Month	Other Details
Facebook	50	• Creation/Updating of cover/profile image & banners • Messages in public interest (with different type of contents, like-text, video, image, etc.) • Use of Tags/ Hash tags
Twitter	30	
Instagram	50	
Youtube	10	

(b) Content Creation and Maintenance of Social Media Platforms :-

- I. Creation/Updation of cover image fortnightly of as and when required.
- II. Messages in public interest. related to events of JKK
- III. Use of Tags and Hashtags.

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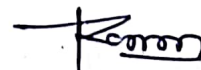
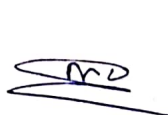
- IV. User engagement through regular quizzes, surveys, polls & contests.
- V. Development of logos for different projects, events, initiatives, etc.
- VI. Additionally, the scope of work consists of SEO for ranking high in the search results for relevant searches within the respective platforms.
- VII. Organized activities and posts time to time as per directions of procurement authority
- VIII. "Spam" should be controlled (for example, spam followers) as per the defined requirement for moderation Etc.
- IX. Live Session Activity – During the live sessions there should be constant social media activity, with real / time posts / stories that can include quotes from the session, video snippets etc.
- X. Event related activity – The agency has to undertake extensive social media buzz creation activities in advance to promote upcoming events with a goal of maximum audience engagement and their subsequent participation. Post-event activities will include sharing short videos on social media, image and text based content related to the event.
- XI. Pre-launch Engagement strategy – The agency will be required to furnish plans for social media awareness campaigns around various schemes, projects, and initiatives that are to be undertaken / announced by JKK as and when the details of such activities are shared with them.

(c) Reaction/ Query Management :

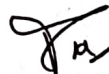
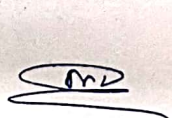
All queries received on all platforms which need not require inputs from JKK must be replied to within 24 hours and all queries which require a consultation with the concerned department should be notified to concerned officials within 24 hours and followed up with the department to reply to the complainant at the earliest. The reply should be given within 24 working hours after receipt of response from the department. It would be preferable to have automated process for query tracking & resolution.

Important Note :-

- i. The selected Agency shall actively engage in Content Creation & Management during the period of contract and all such content created will be the property of the JKK, Jaipur.
- ii. All Intellectual Property displayed on these platforms shall belong to the JKK exclusively, and any Intellectual Property Rights emanating from such content shall vest solely and exclusively with JKK, Jaipur.
- iii. Proprietorship / copyright of Images, creative and videos produced and any other content used in the Social Media Sites of the JKK, would rest solely with the JKK at all times / perpetuity. This would not include images / videos and any other items procured for one time use or which are right managed.



- iv. The Agency will be responsible for obtaining any permissions that may be required for undertaking work as detailed in this BID Document. The JKK will assist the Agency in this regard, wherever possible.
- v. The Agency will at no time resort to plagiarism. The JKK, will not be a party to any dispute arising on account of plagiarism resorted to by the agency.
- vi. The Digital Platforms Content to be developed must be operational on all electronic devices such as PCs, Laptops, Mobiles, Tabs etc., failure of any one of which shall be considered an incomplete execution of the Work Order.
- vii. The Agency may also note that the operation of the Social Platforms shall fall under the purview of the Right to Information Act, 2005. Thus, it must understand the laws provided there under and must answer such queries only after consultation with the JKK.



SECTION-II : INSTRUCTION TO BIDDERS

Important Instruction: The Law relating to procurement "The Rajasthan Transparency in Public Procurement Act, 2012" [hereinafter called the RTPP Act] and the "Rajasthan Transparency Public Procurement Rules, 2013" [hereinafter called the RTPP Rules] under the said Act have come into force which are available on the website of State Public Procurement Portal <https://sppp.rajasthan.gov.in>. Bidders are advised to acquaint themselves with the provisions of the Act and Rules. If there is any discrepancy between the provisions of the Act and Rules and this Bidding Document, the provisions of the Act and Rules shall prevail.

1. Sale of Bidding/ Bid Documents:

- a. The sale of bidding documents shall be commenced from the date of publication of Notice Inviting Bids (NIB). The complete bidding document shall also be placed on the State Public Procurement Portal and department website. The prospective bidders shall be permitted to download the bidding document from the websites and pay its price while submitting the Bid to the procuring entity.
- b. The bidding documents shall be made available to any prospective bidder who pays the price for by bank demand draft, banker's cheque.

2. Compliance with RTPP ACT & Rules – Code of Integrity and Conflict of Interest:-Bidders to ensure compliance with RTPP ACT & Rules, primarily following-

- a. The Government of Rajasthan requires compliance with the Code of Integrity provisions as set forth in the Section 11(2) of RTPP Act and Rule 80 (2) of RTPP Rules.
- b. A conflict of interest is considered to be a situation in which a party has interests that could improperly influence that party's performance of official duties or responsibilities, contractual obligations, or compliance with applicable laws and regulations. A Bidder may be considered in conflict of interest with one or more parties in a bidding process as per Rule 81(3) of RTPP Rules.

Upon breach, the Procuring Entity may take appropriate action in accordance with the provisions of Section 11(3) and Section 46 of RTPP Act.

3. Clarifications:

- a. Any prospective bidder may, in writing seek clarifications from the procuring entity in respect of the bidding documents within 5 days of publication of Bid.
- b. The procuring entity shall respond to such requests for clarifications within appropriate time.
- c. Response, if any, shall be provided promptly to all bidders to which the procuring entity provided the bidding documents, so as to enable those bidders to take into account in preparing their bids, and if amendments will be made, same shall be published on the respective websites.



4. Changes in the Bidding Document:

- a. At any time, prior to the deadline for submission of bids, the procuring entity may for any reason, whether on its own initiative or as a result of a request for clarification by a bidder, modify the bidding document by issuing an addendum in accordance with the provisions below.
- b. In case, any modification is made to the bidding document or any clarification is issued which materially affects the terms contained in the bidding document, the procuring entity shall publish such modification or clarification in the same manner as the publication of the initial bidding document.
- c. In case, a clarification or modification is issued to the bidding document, the procuring entity may, prior to the last date for submission of bids, extend such time limit in order to allow the bidders sufficient time to take into account the clarification or modification, as the case may be, while submitting their bids.
- d. Any bidder, who has submitted his bid in response to the original invitation, shall have the opportunity to modify or re-submit it, as the case may be, within the period of time originally allotted or such extended time as may be allowed for submission of bids, when changes are made to the bidding document by the procuring entity:

Provided that the bid last submitted, or the bid as modified by the bidder shall be considered for evaluation.

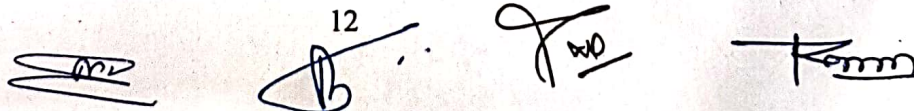
5. Period of Validity of Bids:

- a. Bids submitted by the bidders shall remain valid for 90 days from financial bid opening. A bid valid for a shorter period shall be rejected by the procuring entity as non-responsive bid.
- b. Prior to the expiry of the period of validity of Bids, the procuring entity, in exceptional circumstances, may request the bidders to extend the bid validity period for an additional specified period of time. A bidder may refuse the request and such refusal shall be treated as a withdrawal of Bid and in such circumstances bid security shall not be forfeited.
- c. Bidders that agree to an extension of the period of validity of their Bids shall extend or get extended the period of validity of bid securities submitted by them or submit new bid securities to cover the extended period of validity of their bids. A bidder whose bid security is, not extended, or that has not submitted new bid security is considered to have refused the request to extend the period of validity of its Bid.

6. Format and Signing of bids:

- a. A Single stage- Two-part cover system shall be followed for the Bid: -
 - i. Technical Bid, including fee details, eligibility & technical documents.
 - ii. Financial Bid.
- b. The bidder should ensure that all the required documents, as mentioned in this bidding document, are submitted along with the bid and in the prescribed format only. Non-submission of the required documents or submission of the documents in a different format/ contents may lead to the rejections of the Bid submitted by the bidder.

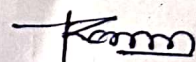
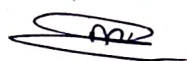
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7. Bid Security

Every bidder, if not exempted, participating in the procurement process will be required to furnish the bid security as specified in the NIB.

- a. The security deposit is to be enforced to maintain the continuity in services by the agencies. Bid security shall be 2% of the estimated procurement cost, For Small Scale Industries of Rajasthan registered for services as per scope of work, it shall be 0.5% of the quantity offered for supply and in case of sick industries, other than Small Scale Industries, whose cases are pending with Board of Industrial and Financial Reconstruction; it shall be 1% of the value of bid. Concessional bid security may be taken from registered bidders as specified by the State Government. Every bidder, if not exempted, participating in the procurement process shall be required to furnish the bid security as specified in the notice inviting bids
- b. In lieu of bid security, a bid securing declaration shall be taken from Departments of the State Government, Undertakings, Corporations, Autonomous bodies, Registered Societies and Cooperative Societies which are owned or controlled or managed by the State Government and Government Undertakings of the Central Government.
- c. Bid security instrument or a bid securing declaration shall necessarily accompany the technical bid.
- d. The bid security may be given in the form of a banker's cheque or demand draft or bank guarantee, in the specified format, of a scheduled bank. The bid security must remain valid thirty days beyond the original or extended validity period of the bid.
- e. The issuer of the bid security and the confirmer, if any, of the bid security, as well as the form and terms of the bid security, must be acceptable to the procuring entity.
- f. The bank guarantee presented as bid security shall be got confirmed from the concerned issuing bank. However, the confirmation of the acceptability of a proposed issuer or of any proposed confirmer does not preclude the procuring entity from rejecting the bid security on the ground that the issuer or the confirmer, as the case may be, has become insolvent or has otherwise ceased to be creditworthy.
- g. The bid security of unsuccessful bidders shall be refunded soon after final acceptance of successful bid and signing of Agreement and submitting performance security.
- h. The Bid security taken from a bidder shall be forfeited, including the interest, if any, in the following cases, namely: -
 - i. when the bidder withdraws or modifies its bid after opening of bids;
 - ii. when the bidder does not execute the agreement, if any, after placement of supply/ work order within the specified period;
 - iii. when the bidder fails to commence the supply of the goods or service or execute work as per supply/ work order within the time specified;



- iv. when the bidder does not deposit the performance security within a specified period after the supply/ work order is placed; and
- v. If the bidder breaches any provision of a code of integrity, prescribed for bidders, specified in the bidding document.
- i. Notice will be given to the bidder with a reasonable time before bid security deposited is forfeited.
- j. No interest shall be payable on the bid security.
- k. In case of the successful bidder, the amount of bid security may be adjusted in arriving at the amount of the Performance Security, or refunded if the successful bidder furnishes the full amount of performance security.
- l. The procuring entity shall promptly return the bid security after the earliest of the following events, namely:-
 - i. the expiry of the validity of bid security;
 - ii. the execution of an agreement for procurement and performance security is furnished by the successful bidder;
 - iii. the cancellation of the procurement process; or
 - iv. The withdrawal of bid prior to the deadline for presenting bids, unless the bidding documents stipulate that no such withdrawal is permitted.
- m. Other provisions shall be applicable as per RTPP rules 2013 rule 42.

8. Deadline for the submission of Application form:

- a. Normally, the date of submission and opening of Bids would not be extended. In exceptional circumstances or when the bidding document is required to be substantially modified and the time with the prospective bidders for preparation of Bids appears insufficient, the date may be extended by the procuring entity. In such case, the publicity of extended time and date shall be given in the manner, as was given at the time of issuing the original NIB and shall also be placed on the State Public Procurement Portal, if applicable. It would be ensured that after the issue of corrigendum, a reasonable time is available to the bidders for preparation and submission of their Bids. The procuring entity shall also publish such modifications in the bidding document in the same manner as the publication of the initial bidding document. If in the office of the Bids receiving and opening authority, the last date of submission or opening of Bids is a non-working day, the Bids shall be received or opened on the next working day.

9. Opening of Bids:

- a. The Bids shall be opened by the bid opening & evaluation committee on the date and time mentioned in the NIB in the presence of the bidders or their authorised representatives who choose to be present.
- b. All the documents comprising of technical Bid/ cover shall be opened (only for the bidders who have submitted the prescribed fee(s), bid security to JKK, Jaipur).

- c. The committee shall conduct preliminary scrutiny of the opened technical Bids to assess the prima-facie responsiveness and ensure that the: -
 - i. bid is accompanied by bidding document fee, bid security or bid securing declaration,
 - ii. bid is valid for the period, specified in the bidding document;
 - iii. bid is unconditional, and the bidder has agreed to give the required performance security; and
 - iv. Other conditions, as specified in the bidding document, are fulfilled.
 - v. Any other information which the committee may consider appropriate.
- d. No Bid shall be rejected at the time of Bid opening except the Bids not accompanied with the proof of payment or instrument of the required price of bidding document, processing fee, and bid security.
- e. The Financial Bid cover shall be kept unopened and shall be opened later on the date and time intimated to the bidders who qualify in the evaluation of technical Bids.

10. Clarification of Bids

- a. To assist in the examination, evaluation, comparison, and qualification of the Bids, the bid evaluation committee may, at its discretion, ask any bidder for clarification regarding its Bid. The committee's request for clarification and the response of the bidder shall be through the e-Procurement portal.

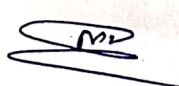
11. Correction of Arithmetic Errors in Financial Bids

The bid evaluation committee shall correct arithmetical errors in substantially responsive Bids, on the following basis, namely: -

- a. If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected, unless in the opinion of the bid evaluation committee there is an obvious misplacement of the decimal point in the unit price, in which case the total price as quoted shall govern and the unit price shall be corrected;
- b. If there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail, and the total shall be corrected; and
- c. If there is a discrepancy between words and figures, the amount in words shall prevail, unless the amount expressed in words is related to an arithmetic error, in which case the amount in figures shall prevail subject to clause (a) and (b) above.

12. Exclusion of Bids/ Disqualification

- a. A procuring entity shall exclude/ disqualify a Bid, if: -
 - i. the information submitted, concerning the qualifications of the bidder, was false or constituted a misrepresentation; or
 - ii. the information submitted, concerning the qualifications of the bidder, was materially inaccurate or incomplete; and



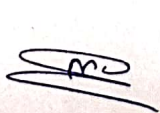
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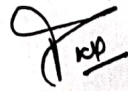


- iii. the bidder is not qualified as per pre-qualification/ eligibility criteria mentioned in the bidding document;
 - iv. the Bid materially departs from the requirements specified in the bidding document, or it contains false information;
 - v. the bidder, submitting the Bid, his agent or anyone acting on his behalf, gave or agreed to give, to any officer or employee of the procuring entity or other governmental authority a gratification in any form, or any other thing of value, so as to unduly influence the procurement process;
 - vi. a bidder, in the opinion of the procuring entity, has a conflict of interest materially affecting fair competition.
- b. A Bid shall be excluded/ disqualified as soon as the cause for its exclusion/ disqualification is discovered.
- c. Every decision of a procuring entity to exclude a Bid shall be for reasons to be recorded in writing and shall be: -
- i. communicated to the concerned bidder in writing;
 - ii. Published on the State Public Procurement Portal, if applicable.

13. Acceptance of the successful Bid and award of contract

- a. The procuring entity after considering the recommendations of the bid evaluation committee and the conditions of Bid shall accept or reject the successful Bid.
- b. The decision on Bids shall be taken within the original validity period of Bids and time period allowed to procuring entity for taking a decision. If the decision is not taken within the original validity period or time limit allowed for taking a decision, the matter shall be referred to the next higher authority in the delegation of financial powers for decision.
- c. Before the award of the contract, the procuring entity shall ensure that the price of a successful Bid is reasonable and consistent with the required quality.
- d. A Bid shall be treated as successful only after the competent authority has approved the procurement in terms of that Bid.
- e. The procuring entity shall award the contract to the bidder whose score has been determined higher in QCBS evaluation . Prior to the expiration of the period of bid validity, the procuring entity shall inform the successful bidder, in writing, that its Bid has been accepted.
- f. As soon as a Bid is accepted by the competent authority, its written intimation shall be sent to the concerned bidder by registered post or email and asked to execute an agreement in the format given in the bidding documents on a non-judicial stamp of requisite value and deposit the amount of performance security or a performance security declaration, if applicable, within a period specified in the bidding documents or where the period is not specified in the bidding documents then within fifteen days from the date on which the letter of acceptance or letter of intent is dispatched to the bidder.






- g. If the issuance of a formal letter of acceptance is likely to take time, in the meanwhile a Letter of Intent (LOI) may be sent to the bidder. The acceptance of an offer is complete as soon as the letter of acceptance or letter of intent is posted and/ or sent by email (if available) to the address of the bidder given in the bidding document and accepted by the bidder. Until a formal contract is executed, the letter of acceptance or LOI shall constitute a binding contract.
- h. The bid security of the bidders who's Bids could not be accepted shall be refunded soon after the contract with the successful bidder is signed, and its performance security is obtained.

14. Procuring entity's right to accept or reject any or all Bids

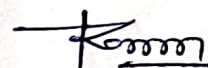
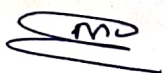
The Procuring entity reserves the right to accept or reject any Bid and to annul (cancel) the bidding process and reject all Bids at any time prior to award of contract, without thereby incurring any liability to the bidders.

15. Right to vary the quantity

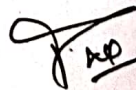
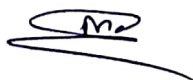
- a. If the procuring entity does not procure any subject matter of procurement or procures less than the services specified in the bidding documents due to change in circumstances, the bidder shall not be entitled to any claim or compensation.
- b. Repeat orders for extra items/ additional quantities/ services may be placed on the rates and conditions given in the contract (if the original order was given after inviting open competitive Bids). Delivery or completion period may also be proportionately increased. The limits of repeat order shall be as under: -
 - i. 50% of the quantity of the individual items and 50% of the value of original contract in case of works; and
 - ii. 50% of the value of goods or services of the original contract

16. Performance Security

- a. Prior to the execution of the agreement, Performance security shall be solicited from all successful bidders except the departments of the State Government and undertakings, corporations, autonomous bodies, registered societies, co-operative societies which are owned or controlled or managed by the State Government and undertakings of the Central Government. However, a performance security declaration shall be taken from them. The State Government may relax the provision of performance security in particular procurement or any class of procurement.
- b. The amount of performance security shall be 5% of the amount of work order . The performance security shall be furnished in any one of the following forms: -
 - I. Bank Draft of Banker's Cheque of a scheduled bank.
 - II. National Savings Certificates and any other script/ instrument under National Savings Schemes for promotion of small savings issued by a Post Office in Rajasthan, if the same can be pledged under the relevant rules. They shall be accepted at their surrender value at the time of bid and formally transferred in the name of procuring entity with the approval of Head Post Master;



- III. Bank guarantee/s of a scheduled bank. It shall be got verified from the issuing bank. Other conditions regarding bank guarantee shall be the same as mentioned in the bidding document for bid security;
- IV. Fixed Deposit Receipt (FDR) of a scheduled bank. It shall be in the name of procuring entity on account of the bidder and discharged by the bidder in advance. The procuring entity shall ensure before accepting the FDR that the bidder furnishes an undertaking from the bank to make payment/ premature payment of the FDR on demand to the procuring entity without the requirement of consent of the bidder concerned. In the event of forfeiture of the performance security, the Fixed Deposit shall be forfeited along with interest earned on such Fixed Deposit.
- c. Performance security furnished in the form specified in clause [b]] to [d]] of (c) above shall remain valid for a period of 60 days beyond the date of completion of all contractual obligations of the bidder, including warranty obligations and maintenance and defect liability period.
- d. Forfeiture of Security Deposit: Security amount in full or part may be forfeited, including interest, if any, in the following cases:-
- i. When any terms and condition of the contract is breached.
 - ii. When the bidder fails to make complete supply as per the scope of Bid document.
 - iii. if the bidder breaches any provision of a code of integrity, prescribed for bidders, specified in the bidding document.
- e. Notice will be given to the bidder with a reasonable time before PSD deposited is forfeited.
- f. No interest shall be payable on the PSD.
- g. The PSD shall be returned/refunded after completion of the Contract period.
- h. Other provisions shall be applicable as per RTPP rules 2013 rule 75.
- 17. Contract Period :-** Contract period shall be one year from date of issuance of work order. Time period may be extended if required under provisions of RTPP Act 2012 and RTPP Rules 2013.
- 18. Confidentiality**
- a) Notwithstanding anything contained in this bidding document but subject to the provisions of any other law for the time being in force providing for disclosure of information, a procuring entity shall not disclose any information if such disclosure, in its opinion, is likely to:-
- a. impede enforcement of any law;
 - b. affect the security or strategic interests of India;
 - c. affect the intellectual property rights or legitimate commercial interests of bidders;
 - d. affect the legitimate commercial interests of the procuring entity in situations that may include when the procurement relates to a project in which the procuring entity is to make a competitive bid or the intellectual property rights of the procuring entity.



- b) The procuring entity shall treat all communications with bidders related to the procurement process in such manner as to avoid their disclosure to competing bidders or to any other person not authorised to have access to such information.
- c) The procuring entity may impose on bidders and sub-contractors if there are any for fulfilling the terms of the procurement contract, conditions aimed at protecting the information, the disclosure of which violates (a) above.
- d) In addition to the restrictions specified above, the procuring entity, while procuring a subject matter of such nature which requires the procuring entity to maintain confidentiality, may impose condition for protecting the confidentiality of such information.

19. Cancellation of the procurement process

- a) If any procurement process has been cancelled, it shall not be reopened, but it shall not prevent the procuring entity from initiating a new procurement process for the same subject matter of procurement if required.
- b) A procuring entity may, for reasons to be recorded in writing, cancel the process of procurement initiated by it -
 - a. at any time prior to the acceptance of the successful Bid; or
 - b. after the successful Bid is accepted in accordance with (d) and (e) below.
- c) The procuring entity shall not open any bids or proposals after taking a decision to cancel the procurement and shall return such unopened bids or proposals.
- d) The decision of the procuring entity to cancel the procurement and reasons for such a decision shall be immediately communicated to all bidders that participated in the procurement process.
- e) If the bidder who's Bid has been accepted as successful fails to sign any written procurement contract as required or fails to provide any required security for the performance of the contract, the procuring entity may cancel the procurement process.
- f) If a bidder is convicted of any offence under the Act, the procuring entity may: -
 - a. cancel the relevant procurement process if the Bid of the convicted bidder has been declared as successful, but no procurement contract has been entered into;
 - b. rescind (cancel) the relevant contract or forfeit the payment of all or a part of the contract value if the procurement contract has been entered into between the procuring entity and the convicted bidder.

20. Interference with the Procurement Process

A bidder, who: -

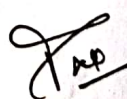
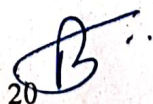
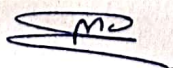
- a. withdraws from the procurement process after the opening of financial bids;
- b. withdraws from the procurement process after being declared the successful bidder;
- c. fails to enter into procurement contract after being declared the successful bidder;



- d. fails to provide performance security or any other document or security required in terms of the bidding documents after being declared the successful bidder, without valid grounds, shall, in addition to the recourse available in the bidding document or the contract, be punished with fine which may extend to fifty lakh rupees or ten per cent of the assessed value of procurement, whichever is less.

21. Appeals

- a) Subject to "Appeal not to lie in certain cases" below, if any bidder or prospective bidder is aggrieved that any decision, action or omission of the procuring entity is in contravention to the provisions of the Act or the rules or guidelines issued thereunder, he may file an appeal to such officer of the procuring entity, as may be designated by it for the purpose, within a period of 10 days from the date of such decision or action, omission, as the case may be, clearly giving the specific ground or grounds on which he feels aggrieved:
- a. Provided that after the declaration of a bidder as successful in terms of "Award of Contract," the appeal may be filed only by a bidder who has participated in procurement proceedings:
- b. Provided further that in case a procuring entity evaluates the technical Bid before the opening of the financial Bid, an appeal related to the matter of financial Bid may be filed only by a bidder whose technical Bid is found to be acceptable.
- b) The officer to whom an appeal is filed under (a) above shall deal with the appeal as expeditiously as possible and shall endeavour to dispose it of within 30 days from the date of filing of the appeal.
- c) If the officer designated under (a) above fails to dispose of the appeal filed under that sub-section within the period specified in (c) above, or if the bidder or prospective bidder or the procuring entity is aggrieved by the order passed, the bidder or prospective bidder or the procuring entity, as the case may be, may file a second appeal to an officer or authority designated by the State Government in this behalf within 15 days from the expiry of the period specified in (b) above or of the date of receipt of the order passed under (b) above, as the case may be.
- d) The officer or authority to which an appeal is filed under (c) above shall deal with the appeal as expeditiously as possible and shall endeavour to dispose it of within 30 days from the date of filing of the appeal:
- e) The officer or authority to which an appeal may be filed under (a) or (d) above shall be : **First Appellate Authority: Additional Chief Secretary/ Principal Secretary/ Secretary, Art , Literature and Culture Department, GoR, Secretariat, Jaipur.**
- Second Appellate Authority: Secretary Finance (Budget) Department, Govt. of Rajasthan, Secretariat, Jaipur.**
- f) Form of Appeal:
- a. Every appeal under (a) and (c) above shall be as per BF- IX along with as many copies as there are respondents in the appeal.

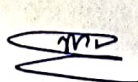


- b. Every appeal shall be accompanied by an order appealed against, if any, affidavit verifying the facts stated in the appeal and proof of payment of the fee.
- c. Every appeal may be presented to the First Appellate Authority or Second Appellate Authority, as the case may be, in person or through registered post or authorised representative.
- g) Fee for Appeal: Fee for filing appeal:
 - a. Fee for the first appeal shall be rupees two thousand five hundred and for the second appeal shall be rupees ten thousand, which shall be non-refundable.
 - b. The fee shall be paid in the form of bank demand draft or banker's cheque of a Scheduled Bank payable in the name of Appellate Authority concerned.
- h) Procedure for disposal of appeal:
 - a. The First Appellate Authority or Second Appellate Authority, as the case may be, upon the filing of the appeal, shall issue notice accompanied by a copy of appeal, affidavit, and documents, if any, to the respondents and fix the date of hearing.
 - b. On the date fixed for hearing, the First Appellate Authority or Second Appellate Authority, as the case may be, shall,
 - i. hear all the parties to appeal present before him; and
 - ii. peruse or inspect documents, relevant records or copies thereof relating to the matter.
 - c. After hearing the parties, perusal or inspection of documents and relevant records or copies thereof relating to the matter, the Appellate Authority concerned shall pass an order in writing and provide the copy of the order to the parties to appeal free of cost.
 - d. The order passed under (c) shall also be placed on the State Public Procurement Portal.
 - i) No information which would impair the protection of essential security interests of India, or impede the enforcement of the law or fair competition, or prejudice the legitimate commercial interests of the bidder or the procuring entity, shall be disclosed in a proceeding under an appeal.

22. Termination

A. Termination for Default

- i. The Bid sanctioning authority of JKK may, without prejudice to any other remedy for breach of contract, by a written notice of default of at least 30 days sent to the service provider/ selected bidder, terminate the contract in whole or in part: -
 - a. If the service provider/ selected bidder fails to deliver any or all quantities of the service within the time period specified in the contract, or any extension thereof granted by JKK; or
 - b. If the service provider/ selected bidder fails to perform any other obligation under the contract within the specified period of deployment of resource or any extension granted thereof; or



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- c. If the service provider/ selected bidder, in the judgment of the Purchaser, is found to be engaged in corrupt, fraudulent, collusive, or coercive practices in competing for or in executing the contract.
- d. If the service provider/ selected bidder commits a breach of any condition of the contract.
- ii. If JKK terminates the contract in whole or in part, the amount of PSD may be forfeited.
- iii. Before cancelling a contract and taking further action, advice of senior-most finance person available in the office and of a legal adviser or legal assistant posted in the office, if there is one, may be obtained.
- iv. A 30 days cure period may be provided to the bidder.

B. Termination for Insolvency

JKK may at any time terminate the Contract by giving written notice of at least 30 days to the service provider/ selected bidder if the service provider/ selected bidder becomes bankrupt or otherwise insolvent. In such event, the termination will be without compensation to the service provider/ selected bidder, provided that such termination will not prejudice or affect any right of action or remedy that has accrued or will accrue thereafter to JKK.

C. Termination for Convenience

- i. JKK, by a written notice of at least 30 days sent to the service provider/ selected bidder may terminate the Contract, in whole or in part, at any time for its convenience. The Notice of termination shall specify that termination is for the Purchaser's convenience, the extent to which performance of the service provider/ selected bidder under the Contract is terminated, and the date upon which such termination becomes effective.
- ii. Depending on merits of the case the service provider/ selected bidder may be appropriately compensated on mutually agreed terms for the loss incurred by the contract if any due to such termination.
- iii. The services that are complete and ready for deployment/ delivery within twenty-eight (28) days after the service provider's/ selected bidder's receipt of the Notice of termination shall be accepted by the Purchaser at the Contract terms and prices. For the remaining services, the Purchaser may elect:
 - a. To have any portion completed and delivered at the Contract terms and prices; and/or
 - b. To cancel the remainder and pay to the service provider/ selected bidder an agreed amount for partially completed Services Or and for materials and parts previously procured by the service provider/ selected bidder.
- iv. A 30 days cure period may be provided to the bidder.
- v. As on effective date of termination, Bidding Authority shall pay:
 - a. The unpaid value of all the assets/ services supplied by the bidders and accepted by the purchaser in accordance with the BID specifications.

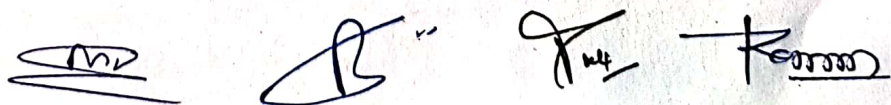

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- b. All the services delivered by the bidder and accepted by the purchaser, the consideration payable shall be based on services rate as per agreement.

23. Settlement of Disputes

- a) All disputes arising out of this agreement and all questions relating to the interpretation of this agreement shall be decided by the Director General , JKK and the decision of the Director General , JKK Jaipur shall be final as per bid terms and conditions. Jurisdiction area for dispute settlement shall be Jaipur only.



SECTION III: EVALUATION & QUALIFICATION CRITERIA

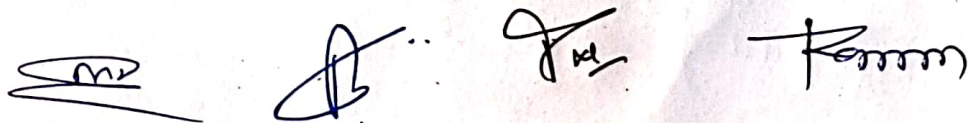
Prospective bidders should fulfill minimum qualification criteria as given below in table:-

Sr. No.	Criteria	Documentary Evidence to be produced
1	The bidder should be reputed, experienced an agency/ organization providing services for Digital Communication/Outreach/PR Management and Community Engagement in India . Joint Venture /Consortium in any form is not allowed.	1. In case bidder is a company: - Certified copy of the Certificates of Incorporation for companies issued by the registrar of Companies and Memorandum & Articles of Association. 2. In case the bidder is a corporation: - Authenticated copy of the parent statute. 3. In case the bidder is a partnership Firm: - Certified copy of the Registration Deed. 4. In case sole proprietorship firm , certified copy of valid applicable certificate
2	Tax Registration Certificates. GST where his business is located. 2. PAN Number The bidder should have cleared his Tax/GST dues, if any to the State Government/Central Government."	1. Copies of registration certificates of GST and PAN.
4	The bidding agency should have an minimum average annual turnover of Rs. 20 Lakh during the last three financial years ,2022-2023, 2023-2024 ,2024-2025).	Turnover related CA Certificate with CA's Registration UDIN Number and Seal..
5	Firm/ Agency should have positive net worth on 31-03-2025	A UDIN generated Certificate from Chartered Accountant certifying positive net worth as on 31 st March, 2025
6	Bidder must have executed similar project with any government/ semi government/PSU of single work order of Rs. 5.00 lakh or two or more work orders of totaling Rs. 20.00 lac in any one of last three financial years i.e. ,2022-2023, 2023-2024 ,2024-2025).	Certificate(s)/ document(s) of satisfactory completion of the work(s) issued by the authorised signatory / Copy of work order /Agreement
7	As per deputed staff requirement, bidder should provide proof of such staff deployed in any of the govt. dept and associated with the firm on regular basis in last three financial years.	Details on firm letterhead .
8.	Bid Forms	As per bid document
9	Bid fee and Bid security	

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Note:-

- 1. Technical and financial bid should be submitted seperately , If found together in single , bid will be rejected.**
- 2. Bidder not fulfilling minimum criteria , will be considered technically disqualified and will not consider for further evaluation .**
- 3. Non submission of qualification document will make bid liable for rejection.**

Four handwritten signatures in blue ink, arranged horizontally. The first signature is a stylized 'M' with a horizontal line underneath. The second is a stylized 'B' with a horizontal line underneath. The third is a stylized 'J' with a horizontal line underneath. The fourth is a stylized 'K' with a horizontal line underneath.

SECTION :IV SELECTION METHOD & CRITERIA

The Bidding process is a two-stage process. Prior to the detail evaluation of the Technical Bids, JKK shall determine whether each bid is:

- Complete in primary examination.
- Bid is accompanied by the required information and documents towards Eligibility Criteria,
- Bid is substantially responsive to the requirements set forth in the tender document.

1. Technical Bid Evaluation & Scoring Pattern

Technical Proposal will be evaluated on the basis of parameters given below
Enclosure:

Technical evaluation checklist

The Pages on Social Media Platforms are related to Government/NRI Department/ Investment/ Industry/Art/Culture/ Hospitality Sector for which the PR agency has been working

I/we understand that absence of requisite proof(s) (URL, Screenshot.C.A. certificate etc.)in the technical bid may result in zero marks for a given criterion. •

S No	Technical evaluation criteria	Marking metric	Marking	Proof at page number(s) (to be filled by the bidder)
	Subject	Points		Up-to specified citations as in this table or as explicitly stated otherwise is permitted.
1	One Facebook page having likes/Followers	maximum marks -8 8 (Likes > 2 Lakh) 4 (Likes 1- 2 Lakh) 3(Less than 1 Lakh)		URL at page: Screenshot with likes: Screenshot with account settings:
2	One Twitter page having Followers (F)	maximum marks -8 8(Followers > 1 Lakh) 4 (Followers 1 Lakh to 50 thousand)		URL at page: Screenshot with followers count: Screenshot with account settings
3	Instagram page having Followers (F)	maximum marks -8 8 (Followers > 1 Lakh) 4(Followers 1 Lakh to 25 thousand)		URL at page: Screenshot with followers: Screenshot with account settings:

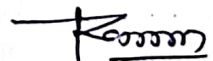
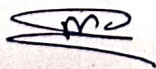
4	Youtube channel with Subscribers	maximum marks -6 6 (Subscribers > 20,000) 3 (5000 to 20000 Subscribers)	URL at page: Screenshot with video count: Screenshot with account settings: Screenshot proving date criteria:
5	Work experience in Government department /PSU for management of Social Media Pages/as per scope of wrk in last three FY (2022-23,2023-24,2024-25)	maximum marks -10 1-5 work order – 5 marks more than 5 work order 10 marks	Copy of work orders or work completion certificate
6	Content Strategy:- A well defined content strategy would be the prime source of defining the approach and methodology of the agency .	15	(Marks Based on PPT)
7	Overall Understanding of JKK, Requirement, objectives & solution proposed	15	(Marks Based on PPT)
8	Team Credentials - The agency would be required to furnish the details of the credentials of the team that would work with Jawahar Kala Kendra on this engagement, outlining their core capabilities, their experience, and their role during the engagement.	10	(Marks Based on PPT)
9	Innovation & Strategy to engage Visitors	10	(Marks Based on PPT)
10	Existing Campaigns : The agency would be required to furnish case studies of their previous engagements and campaigns. This will include the initiatives undertaken, strategies implemented. results	10	(Marks Based on PPT)
	Total	100	

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- I. Bidder those who are technically qualified as per section III , will be invited for presentation .
- II. On the above Technical criteria, Bidder have to give presentation to the designated committee of JKK. The Marks will be given as per view of committee member.
- III. Bidder has to submit proof for Point no. I to 5 with the technical bid, Department may ask any supported document to check the aforesaid criteria from the bidder
- IV. Minimum qualifying marks shall be 50 and shall be included in the shortlist for opening and evaluation of their financial proposal (Price bid) However, if the number of such post-qualified bidders is less than two, the JKK may in its sole discretion, post-qualify the bidder(s) whose technical score is less than 50 marks but is more than 40 marks.

2. Evaluation of Financial Proposal (Price bid)

1. In the second stage, the financial evaluation will be carried out as per this clause for price bid by QCBS method (Quality and cost based selection) .
2. For financial evaluation, the quoted amount indicated in the Financial Bid which will be opened on line only shall be considered. On financial evaluation, the shortlisted bidders will be given total score which will be determined as under:
 - (a) 70% weight-age will be given to the Technical Score.
 - (b) 30% weight-age will be given to the financial score.
3. The JKK will determine whether the Financial Proposals are complete, and unconditional. The cost indicated in the Financial Proposal shall be deemed as final and reflecting the total cost of works/services.
4. In this stage , the financial evaluation will be carried out as per the each Financial Proposal will be assigned a financial score (SF). The lowest Financial Proposal (FM) will be given a financial score (SF) of 100 points . The financial scores of other proposals will be computed as follows :- $SF = 100 \times FM/F$ (F = amount of Financial Proposal).



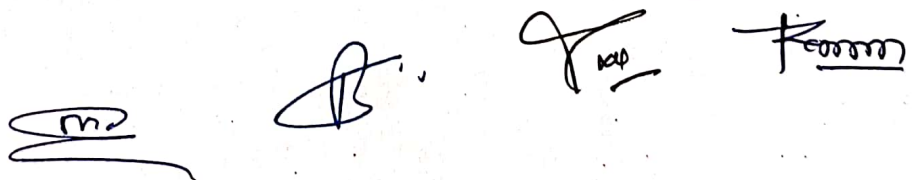
3. Combined and final evaluation

1. Proposals of the post qualified bidder(s) during the process of evaluation of the technical bid will finally be ranked according to the total score (Technical Score + Financial Score).

Combined total score (S) = (ST x Tw) + (Sf x Fw) here, ST is the technical score and Tw is the weight-age assigned to Technical proposals and Fw is weight-age assigned to financial Proposal that shall be 0.70 and 0.30 respectively.

$$\text{Combined total score (S)} = (\text{St} \times 0.7) + (\text{Sf} \times 0.3)$$

2. The selected applicant shall be the first Ranked applicant (having the highest combined score). The second ranked applicant shall be kept in reserve and may be invited for the negotiations in case, the first ranked applicant withdraws, or fails to comply with the requirements specified the Bid.



SECTION : V – PAYMENT TERMS AND SCHEDULE

i. Payment schedule:

Payments shall be made at monthly periods. Start of 1st month shall be deemed as date of Go-live of the project.

ii. Payment amount:

The billable amount shall be as per the rates approved and quantities of services delivered as per the contract. The payable amount shall be based on billable amount after accounting for any LD, penalties due to Service Level Requirements and any other terms and conditions of the department for which they may independently verify metrics pertaining to the evaluation of a given SLR with the underlying platform (for example, verify Facebook Likes/Reach with Facebook).

S. No.	Activities	Service Level Requirements (SLRS)	penalty in % for failure to achieve stated SLRs
For Facebook page, Twitter profile, Instagram and YouTube			
1	CSP (Content Service Provider)	At-least 50 posts for Facebook platform per Month At-least 30 Tweets for Twitter per ^A Month At-least 50 Post for Instagram per Month At-least 10 Videos on YouTube Updation of the landing-page, front-page, background image, cover photo, theme etc. that signifies currency with the current season, event etc. Where post is text, image, video or a combination etc. Month will be as calendar Month	0-80% (pro-rata basis)
2	Moderation	90% of the moderation to remove spam/inappropriate content within 2 hour for defined working periods in a given quarter.	5%
3	Priority Departmental Requests	95% of departmental written requests, if any, for Social CRM to be complied with within 2 Hour	5%
4	Visibility in print media	Proper coverage of JKK's Event in leading news paper's Magazines & other print media. Prominent & regular coverage during & Prior to the event.	10%



Technical Bid Submission Sheet (Seperate envelope)

(To be submitted all Firms' letter head)

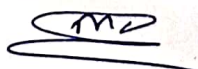
Date: -----

NIB No. -----/2025-26

To
Additional Director General,
Jawahar Kala Kendra, Jaipur
J.L.N. Marg,
Jaipur (Rajasthan) Pin. 302017
Ph.: 0141-2706503
E-Mail-jkk@rajasthan.gov.in

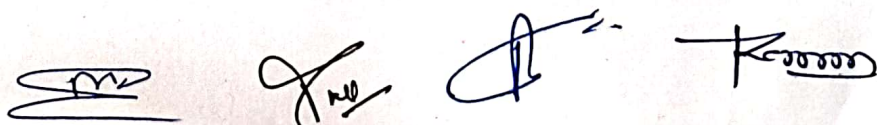
We, the undersigned, declare that:

1. I/We..... *(Name, Designation and Address of Bidder)*.....
having our office at..... *(Address of Firm)*.....
do declare that I/We have read all the Terms & Conditions of the bid document floated by **Additional Director General , JKK, Jaipur** for the engagement of the service of a PR Agency for social media operations & management of public relations work for JKK and agree to abide by all the Terms & Conditions set forth therein.
2. I/We declare that we are participating in this bid in the capacity of*(service Provider)*..... I/We enclose valid registration of firms.
I/We further declare that the rates offered by us shall remain valid for the entire period of the contract and shall reduce the rates, if the rates are reduced for any other Service Provider / Firm during this period.
3. I/We have examined and have no reservations to the Bidding Document of NIB no.....dated.....including Addenda/Clarification No.: We offer services for Digital Outreach and Community Engagement in conformity with the Bidding Document and in accordance with the scope of work, the following Related Services:*Name the services*.....






4. Our Bid shall be valid for a period of 90 days from the date of financial bid opening in accordance with the Bidding Document, and it shall remain bidding upon us and may be accepted at any time before the expiration of that period. However, validity may also be extended with mutual consent;
5. If our Bid is accepted, we commit to submit a Performance Security in the amount of 5% percent of the contract price or as specified in Bid Document for the due performance of the contract;
6. Our firm, including any subcontractors or Service Provider for any part of the contract, have nationalities from the eligible countries;
7. I/We are not participating, as Bidders, in more than one Bid in this bidding process, in the bidding document;
8. Our firm, its affiliates or subsidiaries, including any subcontractors or Service Providers has not been debarred by the State Government or the Procuring Entity;
9. I/We understand that this Bid, together with your written acceptance thereof included in your notification of award, shall constitute a binding contract between us, until a formal contract is prepared and executed;
10. I/We understand that you are not bound to accept the lowest evaluated Bid or any other bid that you may receive;
11. I/We agree to permit the Additional Director General ; JKK, Jaipur or its representative to inspect our accounts and records and other documents relating to the bid submission and to have them audited by auditors appointed by the Additional Director General , JKK, Jaipur
12. I/We declare that we have complied with and shall continue to comply with the provisions of the Code of Integrity for Bidders as specified in the Rajasthan Transparency in Public Procurement Act, 2012, the Rajasthan Transparency in Public Procurement Rules, 2013 and this bidding document in this procurement process and in execution of the contract;
13. My/our quoted Services for Digital Outreach and Community Engagement. Fully comply with the technical specifications as per Bid.
14. **The following mandatory documents/certificates/ requirements are submitted along with this Technical Bid Submission Sheet.**
15. **We understand that our bid will liable to be declared non-responsive in case of any deficiency in fulfillment of above requirements on our part.**
16. I/we accept all the terms, conditions and provisions of this bid document.
 Name/Address.....
 In the capacity or.....(Designation).....
 Signed.....
 Duly authorized to sign the Bid for and on behalf of.....(Name of Firm)
 Date.....



Format of Financial Bid (Price Schedule) (In seprate sealed envelope)

To
Additional Director General,
Jawahar Kala Kendra, Jaipur
J.L.N. Marg,
Jaipur (Rajasthan) Pin. 302017
E-Mail-jkk@rajasthan.gov.in

Please fill rates for engagement of the service of a PR Agency for social media operations & management of public relations work for JKK in accordance with Scope of services

Sr. No.	Item Description	Per Month Rate in Rs.(Excluding GST , but including other charges)	GST	Total Amount in figures and Words (3+4 = 5)
1	2	3	4	5
1	For engagement of the service of a PR Agency for social media operations & management of public relations work for JKK			

Notes:

- 1- Bids financial parameter for rate comparison is only col. 5 above.
- 2- Income Tax and all other applicable taxes/ statutory liabilities (except GST) will be borne by the Agency from the service charges. TDS will be deducted as per rules from the monthly bill amount.
- 3- Successful bidder will be decided by QCBS method .
- 4- Fee is to be charged by the bidder as % of wages/remuneration being paid for the deployed personnel (Inclusive of employer contribution of EPF/ESI)
- 5- All amounts shall be expressed in Indian Rupees.
- 6- Non feasible rates shall not be accepted; bidder shall submit rates considering all components of expenses of the Agency for management.

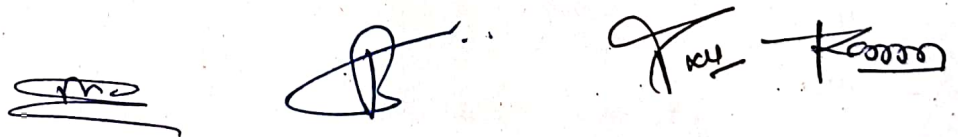
Signature Not Verified
Agency signed by Anuradha Gogiya
Designation : Additional Director
General
Date: 2024-11-12
Reason: Approved
J.K.K, Jaipur

Declaration
(on firms Letter head)

I/We M/s. represented by its
 Proprietor/managing Partner/Managing Director/ Partner having its Registered Office at
 and its offices at do
 declare that I/we have carefully read all the conditions of bid no.
 Dated.....including all the amendments in..... Ref.for supply/
 service/ on contract of quoted services for for JKK and accepts all conditions of bid
 including amendments, if any.

I/We agree that the Additional Director General , JKK, Jaipur may forfeit bid
 security and or performance security and debar me/us for a period specifying in orders, if
 any information/document furnished by us is proved to be false/fabricated at the time of
 inspection and not complying with the terms and conditions of the bid document as
 presented in bid and other relevant documents.

Signature & Seal of bidder
Name & Address:



(On Firm's letter head)

**Memorandum of Appeal under the Rajasthan Transparency in Public
Procurement Act, 2012**

[See rule 83 of RTPP.]

Appeal No..... of.....

Before the..... (First/Second Appellate Authority)

1. Particulars of appellant:-

(i) Name of the appellant:

(ii) Official Address, if any:

(iii) Residential address:

2. Name and address of the respondent (S):

(i)

(ii)

(iii)

3. Number and date of the order appealed against and name and designation of the officer/ authority that passed the order (enclose copy), or a statement of a decision, action or omission of the Procuring Entity in contravention to the provisions of the Act by which the appellant is aggrieved:

4. If the Appellant proposes to be represented by a representative, the name and postal address of the representative:

5. Number of affidavits and documents enclosed with the appeal:

6. Ground of

appeal:.....

.....

.....

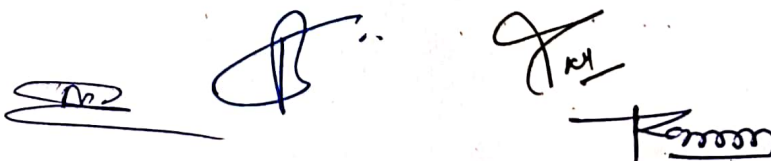
(Supported by an affidavit)

Prayer:

Place

Date

Appellant's Signature



1) Filing an appeal-

If any Bidder or prospective bidder is aggrieved that any decision, action or omission of the Procuring Entity is in contravention to the provisions of the Act or the Rules or the Guidelines issued there under, he may file an appeal to First Appellate Authority, as specified in Clause 37 within a period of ten days from the date of such decision or action, omission, as the case may be, clearly giving the specific ground or grounds on which he feels aggrieved:

Provided that after the declaration of a Bidder as successful the appeal may be filed only by a Bidder who has participated in procurement proceedings:

Provided further that in case a Procuring Entity evaluates the Technical Bids before the opening of the Financial Bids, an appeal related to the matter of Financial Bids may be filed only by a Bidder whose Technical Bid is found to be acceptable.

2) The officer to whom an appeal is filed under para (1) shall deal with the appeal as expeditiously as possible and shall Endeavour to dispose it of within thirty days from the date of the appeal.

3) If the officer designated under para (1) fails to dispose of the appeal filed within the period specified in para (2), or if the Bidder or prospective bidder or the Procuring Entity is aggrieved by the order passed by the First Appellate Authority, the Bidder or prospective bidder or the Procuring Entity, as the case may be, may file a second appeal to Second Appellate Authority in this behalf within fifteen days from the expiry of the period specified in para (2) or of the date of receipt of the order passed by the First Appellate Authority, as the case may be.

4) **Appeal not to lie in certain cases-** No appeal shall lie against any decision of the Procuring Entity relating to the following matters, namely:-

- a) determination of need of procurement;
- b) provisions limiting participation of Bidders in the Bid process;
- c) the decision of whether or not to enter into negotiations;
- d) cancellation of a procurement process;
- e) Applicability of the provisions of confidentiality.

5) Form of Appeal-

- a) An appeal under para (1) or (3) above shall be in the annexed Form along with as many copies as there are respondents in the appeal.
- b) Every appeal shall be accompanied by an order appealed against, if any, affidavit verifying the facts stated in the appeal and proof of payment of fee.
- c) Every appeal may be presented to First Appellate Authority or Second Appellate Authority, as the case may be, in person or through registered post or authorized representative.

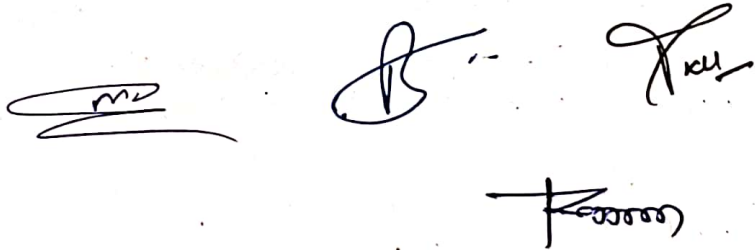
6) Fee for filing appeal-

- a) Fee for first appeal shall be rupees two thousand five hundred and for second appeal shall be rupees ten thousand, which shall be non-refundable.
- b) The fee shall be paid in the form of bank demand draft or banker's cheque of a Scheduled Bank in India payable in the name of Appellate Authority concerned.



7) Procedure for disposal of appeal-

- a) The First Appellate Authority or Second Appellate Authority, as the case may be, upon filing of appeal, shall issue notice accompanied by copy of appeal, affidavit and documents, if any, to the respondents and fix date of hearing.
- b) On the date fixed for hearing, the First Appellate Authority or Second Appellate Authority, as the case may be, shall,
 - (i) hear all the parties to appeal present before him; and
 - (ii) Peruse or inspect documents, relevant records or copies thereof relating to the matter.
- c) After hearing the parties, perusal or inspection of documents and relevant records or copies thereof relating to the matter, the Appellate Authority concerned shall pass an order in writing and provide the copy of order to the parties to appeal free of cost.
- d) The order passed under sub-clause (c) above shall also be placed on the State Public Procurement Portal.

Four handwritten signatures in black ink are present. The first signature is on the left, followed by a second signature in the middle, and a third signature on the right. Below the second and third signatures is a fourth signature.

(Shall be submitted on letter head of firm)

Declaration by the Bidder regarding Qualifications

In relation to my /our bid submitted to Additional Director General , JKK, Jaipur for procurements of(name of service)in response to their Notice Inviting Bids No..... Dated.....I/We hereby declares under Section 7 of Rajasthan Transparency in Public Procurement Act, 2012 that:

1. I/We possess the necessary professional, technical, financial and managerial resources and competence required by the bidding document issued by the Procuring Entity;
2. I/We have fulfilled my/our obligation to pay such of the taxes payable to the Union and the State Government or any local authority as specified in bidding document;
3. I/We are not insolvent, in receivership, bankrupt or being wound up, not have my/our affairs administered by a court or a judicial officer, not have my /our business activities suspended and not the subjected of legal proceedings for any of the foregoing reasons;
4. I/We do not have ,and our directors and officers not have been convicted of any criminal offence related to my /our professional conduct or the making of false statement or misrepresentations as to my/our professional conduct or the making of false statements or misrepresentations as to my/our qualifications to enter into a procurement contract within a period of three years preceding the commencement of this procurement process, or not have been otherwise disqualified pursuant to debarment proceedings;
5. I/We do not have a conflict of interest as specified in the Act, Rules and the Bidding Document, which materially affects fair competition;
6. We have complied and shall continue to comply with the Code of Integrity as specified in the Rajasthan Transparency in Public Procurement Act, the Rajasthan Transparency in Public Procurement Rules and this Bidding Document, till completion of all our obligations under the Contract.
7. I/We does not have any debarment by any other procuring entity.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken as per the provisions of the applicable Act and Rules thereto prescribed by GoR, my/ our security may be forfeited in full and ourbid, to the extent accepted, may be cancelled.

Date:

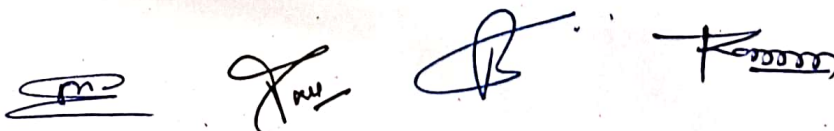
Place:

Signature of bidder

Name:

Designation:

Address:



(On the letterhead of firm)

Authorisation of Bidder by the Firm

To
 Additional Director General,
 Jawahar Kala Kendra, Jaipur
 J.L.N. Marg,
 Jaipur (Rajasthan) Pin. 302017
 Ph.: 0141-2706503
 E-Mail-jkk@rajasthan.gov.in

Subject: Regarding authorization of Bidder by the Firm.

Ref.: Your NIB no.dated.....

Name of services.....

Dear Sir,

I/we.....(Name).....for M/s.....(Name of firm).....who are proven and reputable firm.....(Name of services).....having press/ office at(Office).....hereby authorize Mr.....(Name & Designation of Bidder).....to submit a Bid, process the same further and enter into a contract with you against your requirement as contained in the above referred Bid documents/NIB for the above service delivered by us.

I/we obtain the approval of Board of Directors of our Firm in the meeting no.....held on dated.....at Agenda No.....

I/we further confirm that no individual other than Mr.....(Name & Designation of Bidder), is authorized to submit a Bid, process the same further and enter into a contract with you against your requirement as contained in the above referred Bid documents for the above services delivered by our Firm.

I/we also hereby extend our full guarantee, CMC as applicable as per Bid conditions of Contract, read with modifications/addendum, if any, in the General/Special Conditions of Contract for the goods and services offered for supply by the authorized Bidder/Signatory against this Bid document.

I/we also hereby confirm that we shall also be responsible for the satisfactory execution of contract placed on the authorized Firm.

This authorization shall be valid till the completion of the rate contract period and related services i.e. Guarantee and Comprehensive Maintenance obligations if applicable etc., whichever is later.

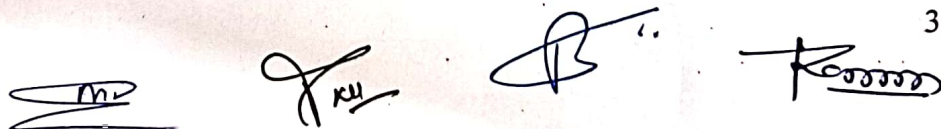
The attested photocopy of photo ID/Voter ID/Driving License/Any other equal document for authorized person is enclosed here.

Yours faithfully,

(Name & Signature of Chairman & Additional Director General)

For M/s

AUTHORISED SIGNATORY OF FIRM



To be provided on "Company letter head"

To

Additional Director General,
Jawahar Kala Kendra, Jaipur
J.L.N. Marg,
Jaipur (Rajasthan) Pin. 302017
Ph.: 0141-2706503
E-Mail-jkk@rajasthan.gov.in

Subject: Undertaking

Madam / Sir.

This has reference to the JKKBid No..... dated..... for Appointment of a Digital Outreach and Community Engagement Agency.

In this context. I/We, as an authorized representative(s) of company, declare that:

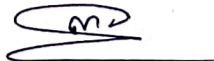
- (i) Presently our Company/ firm has an unblemished record and is not declared ineligible with regard to corrupt & fraudulent practices, blacklisted either indefinitely or for a particular period of time, or had work withdrawn, by any State/ Central government/ PSU.
- (ii) We will undertake the assignment, in accordance with the Scope of Work detailed in the BID document and at the cost submitted by the agency in the financial proposal.
- (ii) We shall be able to provide a qualified servicing team for undertaking the work related to social media management for the JKK, as per Scope of Work detailed in the above BID The social media team would work closely with the JKK.
- (iv) We have an office in Jaipur and contact details of the Jaipur Office are given below:

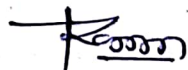
(Complete address, telephone / mobile number, e-mail ID and name of contact person to be given)

If this declaration is found to be incorrect then my/our bid security without prejudice to any other action that may be taken, may be forfeited in full and the tender, if any, to the extent accepted, may be cancelled.

Thanking you.

Name of the Bidder:
Authorized Signatory:
Name:
Seal:
Date:
Place



Additional Conditions of Contract

1. Correction of arithmetical errors: Provided that a Financial Bid is substantially responsive, the Procuring Entity will correct arithmetical errors during evaluation of Financial Bids on the following basis:

- I. if there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected unless in the opinion of the Procuring Entity there is an obvious misplacement of the decimal point in the unit price, in which case the total price as quoted shall govern and the unit price shall be corrected.
 - II. If there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail and total shall be corrected; and
 - III. If there is a discrepancy between words and figures, the amount in words shall prevail, unless the amount expressed in words is related to an arithmetic error, in which case the amount in figures shall prevail subject to (i) and (ii) above.
- If the Bidder that submitted the lowest evaluated Bid does not accept the correction of errors, its Bid shall be disqualified and its Bid Security shall be forfeited or its Bid securing Declaration shall be executed.

Procuring Entity's Right to Vary Quantities: As under rule 73 of RTPP RULE, 2013

